

### **City of Watsonville**

Celebrating 150 Years

# Recreation Activity Guide Activities Guide Advertising Opportunities

### **Marketing Opportunity**

The City of Watsonville Parks and Community Services Department offers a tremendous opportunity to market and promote your business and service to the entire Watsonville community. Our guide is the most comprehensive source of information available on City sponsored cultural, educational, recreational, and leisure activities/programs for all ages.

#### Distribution

- By advertising in the Recreation Activity Guide, you can reach over **51,000** Watsonville residents directly, in their homes, twice a year.
- Over 27,000 Recreation Activity Guides are distributed twice a year to various throughout the City, such as all City facilities, the Watsonville Library and local businesses.
- In addition, the Guide is available online through the main Watsonville Parks and Community Services website, www.watsonvillerec.com.

### Readership

- The Recreation Activity Guide is a primary source of information about recreation activity and programs for all age groups, toddlers through seniors.
- The Recreation Activity Guide remains in the homes of our readers for approximately 6 months; it is referred to multiple times by multiple readers.

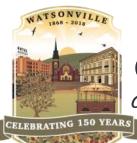
#### Value

- The Recreation Activity Guide provides you with a valuable way to promote your business through a publication that connects you directly to involved and active community members.
- The Recreation Activity Guide reaches a targeted audience and enjoys strong readership among local residents.
- Advertising in the Recreation Activity Guide connects you and your business as a supporter of active and healthy lifestyles in our community.

### **Partnership**

Advertising in the Recreation Activity guide not only provides you and your business with the unique advantage of reaching over 51,000 residents of Watsonville directly in their homes, it also demonstrates that you share and support the City's commitment to providing quality public recreation services. By advertising in the Recreation Activity Guide, you and your business become a true partner in the success of Watsonville's Parks and Community Services programs.





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### Recreation Activity Guide Advertising Rates, Specifications and Due Dates

Rates (price listed is per advertisement, per issue)

Size	1 time placement	Annual placement (2 issues)
¼ page	\$250	\$200
½ page	\$450	\$400
Full Page	\$800	\$700
½ page back cover	\$800	\$750
Only one available - guaranteed		
placement and color included		

Preferential Placement: Limited color ads are available on the inner front cover page, inner back cover page and back cover.

### **Dimensions**

Publication size: 8" x 10"

	Width		Height
Full Page	6.625"	Х	9"
½ V	3.125"	Х	9"
½ H	6.625"	Χ	4.375"
1/4 V	3.125"	Χ	4.375"
¼ H	6.625"	Χ	2"

### **Artwork Specifications**

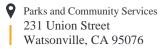
- Digital Files Only
- All ads must be high res PDF file, High res jpeg, or tif, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.
- All linked images should be supplies and all fonts outlined.
- All images must be 300ppi
- Ads must be submitted to: suryel.vasquez@cityofwatsonville.org

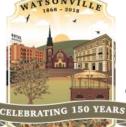
#### 2018-2019 Deadlines to Submit

Artwork & Payment Guide Available Online & In-Print Circulation Dates

Winter/Spring '19 September 28, 2018 November 2018

Summer/Fall '19 February 6, 2019 March 2019 May 2019 – November 2019





# **City of Watsonville**

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### Recreation Activity Guide Advertising Contract 2018-2019

	,				
Company Name	Street Address City/State/Zip	Mailing Address City/State/Zip			
Telephone Number	Fax Number	E-mail Address			
Contact Information	Position/Title	Misc. Info			
Ad Size 1 Time Place	ment Annual Agreement	Cost of Ad \$			
	(price per ad)	, <u> </u>			
¼ Page \$250	\$200	TOTAL* \$			
½ Page \$450	\$400				
Full Page \$800 ½ Page Back Cover \$800	\$750 \$750	*Due with artwork submission			
72 Fage Back Cover \$600	\$750				
		•			
[] Check: Make payable to	I hereby authorize the use of my: [ ]	Visa [ ] Master Card			
City of Watsonville	Thereby dutilionize the disc of my. []	Visu [] Muster card			
	Account Number:				
Check Amount:	Expiration Date:				
expiration bate.					
	Print Name (as it appears on card):				
1. This contract is with the	e named business/firm and change	of ownership or management will			
not dissolve contract obligations.					
2. All charges are due and payable at the time of artwork submission. Advertising not paid for					
in full at time of artwork submission will not be run.					
3. Ad placement is on a first come, first served basis.					
4. Placement is not guaranteed, except for back cover.					
_, , , , , ,					
The undersigned hereby contracts with the City of Watsonville for advertising in the Recreation					
	ne) 1 time ad placement or 2 issues	/annual agreement and			
understands and agrees to	the terms of this contract.				
Authorized Signature		Date			
Authorized Signature					
Print Name					
	831-768-3240				